



America's Most Successful Startups: Lessons for Entrepreneurs

Max Finger, Oliver Samwer

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Der wirtschaftliche Einfluß schnell wachsender Unternehmensneugründungen wächst zunehmend. Das Know-how erfolgreicher Unternehmensgründer wird somit zum Schlüsselfaktor des Unternehmenserfolgs. Dieses Buch bietet einen anwendungsorientierten Leitfaden für die erfolgreiche Gründung eines eigenen Unternehmens. Es basiert auf einer erstmals durchgeführten Interviewstudie mit Firmengründern und Aufsichtsratsvorsitzenden (Chief Executive Officers; CEOs) der erfolgreichsten High-Tech-Start-ups in Silicon Valley und Massachusetts sowie mit Risikokapitalgebern, Investmentbankern, Rechtsanwälten und Technikern.

(The economic impact of high-growth startups is steadily increasing. Against this background knowledge regarding new venture creation is one of the key factors for success.

This book presents hands-on lessons for starting, building and growing a successful company. The research is based on more than one hundred interviews with the founders and chief executive officers of America's most successful high-tech start-ups in Silicon Valley and Massachusetts as well as venture capitalists, investment bankers, lawyers and technologists involved.)

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